

ORDER



WOOD

Orders	Order / Rev:	211072
	Alt Order #:	6859694
	Product Desc:	UPTON DOE ALL OF US
	Estimate:	3239
	Flight Dates:	10/30/12 - 11/06/12
	Original Date / Rev:	09/28/12 / 11/05/12
	Order Type:	REG

Primary AE:	Petry Philadelphia
Sales Office:	P-PHI
Sales Region:	Nat

Agency	Name:	National Media
	Buying Contact:	
	Billing Contact:	
		815 Slaters Lane
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	POL/Upton for All of Us
	Demographic:	A35+
	Product Codes:	PL1
	Priority:	P4
	Revenue Codes:	AGY, POL, POL-CAND

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	IN16589
Agency External ID:	IN302/SP102/SP1137/AL1713/MO2553

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	61	\$33,725.00	\$28,666.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	61	\$33,725.00	\$28,666.25	0.00
Totals	61	\$33,725.00	\$28,666.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/30/12	11/02/12	5am Daybreak 5am Daybreak	CM	5a-6am	-TWTF--	:30	4	\$150.00	P4	0.00	NM	4	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-TWTF--		4		\$150.00		0.00					
E 2	WOOD	11/05/12	11/05/12	5am Daybreak 5am Daybreak	CM	5a-6am	M-----	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----		1		\$150.00		0.00					
E 3	WOOD	10/30/12	11/02/12	6am Daybreak 6am Daybreak	CM	6-7a	-TWTF--	:30	8	\$400.00	P4	0.00	NM	8	\$3,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-TWTF--		8		\$400.00		0.00					
E 4	WOOD	11/03/12	11/03/12	Today Show Sa Today Show Saturday	CM	758-10a	-----S-	:30	1	\$1,200.00	P2	0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S-		1		\$1,200.00		0.00					
E 5	WOOD	10/30/12	11/02/12	Today Show M-F Today Show	CM	658-9a	-TWTF--	:30	3	\$650.00	P4	0.00	NM	3	\$1,950.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-TWTF--		3		\$650.00		0.00					

Order / Rev: 211072
 Alt Order #: 6859694
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: POL/Upton for All of Us
 Product Desc: UPTON DOE ALL OF US
 Estimate: 3239
WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WOOD	11/05/12	11/05/12	Mon Prime Other 2 Monday 8-10p	CM	8-10p	M-----	:30	1	\$4,000.00	P3	0.00	NM	1	\$4,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$4,000.00		0.00						
E 7	WOOD	11/03/12	11/03/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	-----S-	:30	2	\$150.00	P4	0.00	NM	2	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	2		\$150.00		0.00						
E 8	WOOD	11/03/12	11/03/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	-----S-	:30	1	\$275.00	P4	0.00	NM	1	\$275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$275.00		0.00						
E 9	WOOD	11/03/12	11/03/12	Today Show Sa Today Show Saturday	CM	758-10a	-----S-	:30	2	\$375.00	P4	0.00	NM	2	\$750.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	2		\$375.00		0.00						
E 10	WOOD	11/04/12	11/04/12	Daybreak Sun @6am Daybreak Sun @6am	CM	6-7a	-----S	:30	2	\$125.00	P4	0.00	NM	2	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	2		\$125.00		0.00						
E 11	WOOD	11/04/12	11/04/12	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a	-----S	:30	2	\$250.00	P4	0.00	NM	2	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	2		\$250.00		0.00						
E 12	WOOD	11/03/12	11/03/12	LN Sa Saturday News 8 @11	CM	11-1130p	-----S-	:30	1	\$1,450.00	P3	0.00	NM	1	\$1,450.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$1,450.00		0.00						
E 13	WOOD	10/30/12	11/02/12	Noon News News 8 @ Noon	CM	12-1p	-TWTF--	:30	3	\$225.00	P4	0.00	NM	3	\$675.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWTF--	3		\$225.00		0.00						
E 14	WOOD	11/04/12	11/04/12	NFL Sports Overtime NFL Sports Overtime	CM	12-1230a	-----S	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$250.00		0.00						
E 15	WOOD	10/30/12	11/02/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	-TWTF--	:30	1	\$2,000.00	P2	0.00	NM	1	\$2,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWTF--	1		\$2,000.00		0.00						
E 16	WOOD	11/06/12	11/06/12	Today Show 3 Today Show 3	CM	10-11a	-T-----	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	-T-----	1		\$400.00		0.00						
E 17	WOOD	10/30/12	11/01/12	M-F 6p News M-F News 8 @6p	CM	6-630p	-TWT---	:30	2	\$1,125.00	P4	0.00	NM	2	\$2,250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWT---	2		\$1,125.00		0.00						
E 18	WOOD	11/05/12	11/05/12		CM	136a-205	M-----	:30	1	\$50.00	P3	0.00	NM	1	\$50.00

Order / Rev: 211072
 Alt Order #: 6859694
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: POL/Upton for All of Us
 Product Desc: UPTON DOE ALL OF US
 Estimate: 3239
WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Last Call/Carson Daly															
Last Call w/ Carson Daly															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$50.00		0.00			
E 19	WOOD	11/02/12	11/02/12	Fri Hour 1	CM	8-9p	----F--	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
Friday 8-9p															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,500.00		0.00			
E 20	WOOD	10/30/12	11/02/12	Today Show 3	CM	10-11a	-TWTF--	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
Today Show 3															
MARANDA: WHERE U LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					1	\$200.00		0.00			
E 21	WOOD	11/03/12	11/03/12	Notre Dame Football	CM	330-7p	-----S-	:30	2	\$450.00	P4	0.00	NM	2	\$900.00
Notre Dame Football (3:30 PM-7:00 PM)															
COLLEGE FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					2	\$450.00		0.00			
E 22	WOOD	11/04/12	11/04/12	FB Night in Amer Pre Ga	CM	7-8p	-----S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
Football Night in America (7:00 PM-8:00 PM)															
NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$500.00		0.00			
E 23	WOOD	10/30/12	11/02/12	LN M-F	CM	11-1135p	-TWTF--	:30	4	\$900.00	P4	0.00	NM	4	\$3,600.00
M-F News 8 @ 11															
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$900.00		0.00			
E 24	WOOD	11/05/12	11/05/12	Late Night/Jimmy Fallon	CM	1237a-137a	M-----	:30	1	\$75.00	P4	0.00	NM	1	\$75.00
Late Night w/Jimmy Fallon															
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$75.00		0.00			
E 25	WOOD	11/04/12	11/04/12	NFL 11p News	CM	1130-12a	-----S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
Sun 11p News (NFL)															
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$500.00		0.00			
E 26	WOOD	11/03/12	11/03/12	Sat Hour 2	CM	9-10p	-----S-	:30	1	\$825.00	P2	0.00	NM	1	\$825.00
Saturday 9-10p															
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$825.00		0.00			
E 27	WOOD	11/03/12	11/03/12	Sat Hour 3	CM	10-11p	-----S-	:30	1	\$825.00	P2	0.00	NM	1	\$825.00
Saturday 10-11p															
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$825.00		0.00			
E 28	WOOD	11/03/12	11/03/12	SNL	CM	1130p-103a	-----S-	:30	1	\$600.00	P4	0.00	NM	1	\$600.00
Saturday Night Live (11:30 PM-1:00 XM)															
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$600.00		0.00			
E 29	WOOD	11/04/12	11/04/12	Sun 6p News 8	CM	6-7p	-----S	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
Sun News 8 @6p															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$750.00		0.00			
E 31	WOOD	11/06/12	11/06/12		CM	6-7a	-T-----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00

Order / Rev: 211072
 Alt Order #: 6859694
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: POL/Upton for All of Us
 Product Desc: UPTON DOE ALL OF US
 Estimate: 3239

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				6am Daybreak											
				6am Daybreak											
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----		1				\$650.00		0.00			
N 33	WOOD	10/30/12	11/02/12	WOOD News @430am CM		430-5a	-TWTF--	:30	1	\$25.00	P5	0.00	NM	1	\$25.00
				WOOD News @ 430am											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--		1				\$25.00		0.00			
N 34	WOOD	11/04/12	11/04/12	NFL Sports Overtime CM		12-1230a	-----S	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
				NFL Sports Overtime											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$250.00		0.00			
N 35	WOOD	10/30/12	11/02/12	Today Show M-F CM		658-9a	-TWTF--	:30	1	\$650.00	P4	0.00	NM	1	\$650.00
				Today Show											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--		1				\$650.00		0.00			
N 36	WOOD	10/30/12	11/02/12	WOOD News @430am CM		430-5a	-TWTF--	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
				WOOD News @ 430am											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--		1				\$50.00		0.00			
N 37	WOOD	11/03/12	11/03/12	Sat Hour 1 CM		8-9p	-----S-	:30	1	\$825.00	P2	0.00	NM	1	\$825.00
				Saturday 8-9p											
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$825.00		0.00			
N 38	WOOD	11/03/12	11/03/12	Notre Dame Football CM		330-7p	-----S-	:30	1	\$450.00	P4	0.00	NM	1	\$450.00
				Notre Dame Football		(3:30 PM-7:00 PM)									
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$450.00		0.00			
N 39	WOOD	11/05/12	11/05/12	WOOD News @430am CM		430-5a	M-----	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
				WOOD News @ 430am											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$50.00		0.00			
N 40	WOOD	11/06/12	11/06/12	5am Daybreak CM		5a-6am	-T-----	:30	1	\$250.00	P3	0.00	NM	1	\$250.00
				5am Daybreak											
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----		1				\$250.00		0.00			
													Totals	61	\$33,725.00